



Thank you for your interest in advertising and increasing your brands exposure with RideGuru. Our popular fare comparison calculator and many help articles have launched us as the authority in the rideshare and taxi industry. We have become the go to site for travelers looking to book a ride across the globe.

RideGuru and our work has been featured on numerous news sites, blogs, radio, and on live TV through various publications like Consumer Reports, TechCrunch, Washington Post, Discovery Channel and many more. To see a more comprehensive list of news outlets we have worked with please visit our [Press and Media Page](#).

RideGuru reaches hundreds of thousands of travelers each month and has connections with over 50 rideshare companies. If you are looking to increase your brand's presence in the rideshare and travel realm, RideGuru has you covered.

## **Advertise With RideGuru** (Pricing as of 9/6/2017)

We offer numerous advertising options through our site, newsletter, and social media presence that fit an array of budgets. Take a look below and feel free to contact us with any questions.

### **Newsletter Advertising**

We send out e-mail blasts biweekly. Currently (as of 9/6/17) we have over 5,500 unique newsletter subscribers with this number growing daily. Our CTR is very high, always hitting between 5-15% (averaging 9% over a 3 month period).

**Top of Newsletter Ad:** \$75 per Newsletter blast or \$225 for a bundle of 4. Please provide us with a 728x90 banner ad, the advertisement will link to your site.

**Bottom of Newsletter Ad:** \$50 per Newsletter blast or \$150 for a bundle of 4. Please provide us with a 728x90 banner ad, the advertisement will link to your site.

**Custom Newsletter Blast (Must be paired with Sponsored Post Advertising):** \$500 for one custom Newsletter Blast. We will send a Newsletter with your brand name in the title/subject line along with your article in the first spot of the letter.

## Sponsored Post Advertising

Guest Post: If you'd like to provide us with an article written by your team that is relevant to our audience, we can publish your article as a guest post in our newsroom. Each guest post is allowed 1 backlink and will also be featured on our home page. Price per guest post is **\$500**. We reserve the right to refuse any guest posts that are not relevant to our audience.

For an example of a value added guest post please click [here](#).

Guest Post by our Team: If you would like our team to work with you on writing a custom post that involves your brand the price is **\$1,000**. Your post will be published in our newsroom with a backlink to your site and will be featured on our home page.

## Social Media

If you are interested in a social media blast, we offer a onetime post across our Facebook, Twitter, and Instagram channels for **\$400**. Within the posts we are happy to link to your site or a specific article. This blast works well alone or paired with our guest post option. If you choose to pair this with a guest post, we will give you a reduced price of **\$200**. For our social media statistics please see below.

### **\*Special\***

For a limited time we will also share your social media blast across our well known TaxiFareFinder Facebook and Twitter accounts. Both accounts have impressive followings, with our TaxiFareFinder Facebook account boasting over 150,000 followers.

## Listings for Rideshare Companies

If you are a rideshare company and would like to discuss adding your company to our Fare Comparison Calculator please contact our support team (Support@Ride.Guru) to discuss.

## Other

If you are interested in any other type of advertising options, please contact us and we can discuss alternative options.

## **RideGuru Site Statistics (as of 9/6/17)**

Monthly Unique Visitors: 164,415

Monthly Page Views: 235,050

E-mail Subscribers: 5,844

CTR Rate: 9.3%

RideGuru Facebook Fans: 15,782

RideGuru Twitter Followers: 2,058

RideGuru Instagram Followers: 1,605

TaxiFareFinder FB: 158,477

TaxiFareFinder Twitter: 6,030